LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 4752—RIM RIDER—Lights—JB—Req. No. 67725—Page—4/c Bleed—(8⅛" x 11⅛ inches)—National (Offset) Magazines, 1980 (A)
Printed in U.S.A.
JMB 11411—80—5-12.ai

Marlboro Lights

The spirit of Marlboro in a low tar cigarette.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec.'79

2061191752

Source: https://www.industrydocuments.ucsf.edu/docs/qphp0003

2061191752